



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES July 8, 2009**

#### **Board of Directors**

Robert Cushman, David Damus, Kathy Faulk, John Goldrick, Sandy Nam, Anne Peaks, Peklar Pilavjian, Carol E. Schatz, Colin Shepherd (via conference call), Patrick Spillane, Daniel B. Swartz, Cari Wolk

#### **Absent**

Sonny Astani, David Damus, Frank Frallicciardi, Jeffrey Griswold, Robert Hanasab, Kent Handleman, Steve Hathaway, Josh Wrobel, Peter Zen

#### **Staff**

Hal Bastian, Michael Clark, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Herman Pang, Alexander Stettinski, Justin Weiss

#### **Guests**

Sergeant Lisa Turvey, LAPD – Permit Unit  
Jimmie Dixon, LAPD – Special Events  
Kenny Lew, LAPD/EOD – Labor Liaison Sgt.  
Ray Sua LAPD/EOD – Labor Relations

#### **CALL TO ORDER**

Spillane called the meeting to order at 8:09 a.m. and a quorum was reached at 8:27 a.m.

#### **PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS**

Spillane opened the meeting to the public for comments, in which there were none.

#### **DISCUSSION WITH LAPD GUESTS:**

Ms. Schatz opened the introduction with expressing the concern of the property owners regarding LAPD enforcement of laws about demonstrations that go onto private property. One of the examples given was a protest at Robert Cushman's property, although several Board Members had similar experiences. A discussion commenced regarding the LAPD procedure for handling protests and demonstrations, the actions that property owners are allowed to take, and discrepancies between policies and actual procedures. The LAPD representatives recommend speaking with the new City Attorney about this issue.

## **ACTION ITEMS**

A motion was made, seconded, and approved to accept the minutes from the May 6, 2009 meeting.

A motion was made, seconded, and approved to accept the April 30, 2009 and May 31, 2009 financial statements.

A motion was introduced by Mr. Daniel Swartz, President of the Pershing Square Park Advisory Board, regarding a request for a donation from the DCBID to support the Art Squared City Scape Gallery in Pershing Square. The request was made for a \$5,000 grant from the Economic Development budget. A motion to approve the request was made, seconded, and approved.

A motion was introduced regarding retail market analysis and strategy. A private consultant, who was a featured speaker at one of the IDA conferences, made his services available to the DCBID, upon approval of the Board. A letter was sent out to the Board members on the day before the meeting with background information about the consultant. However, the Board Members chose to create a Retail Committee within the DCBID, which would be in charge of overseeing retail strategy – to assess where we are, what we are, what we lack, and where we can go – before deciding what kind of services would be needed from a consultant, if any.

## **PRESIDENT'S REPORT**

Schatz reported:

Ken Nakano and his staff did an excellent job during the Lakers parade and Michael Jackson memorial, protecting the property owners in our district.

Checkers has a new chef, and Schatz highly recommends the experience.

Schatz introduced Oren Silverstein, a summer intern with the DCBID from USC.

Schatz is trying to work out a deal with Starline Tours, which has a loop from Hollywood to Downtown. Schatz met with Councilmember LaBonge and will be talking to Councilmember Perry to encourage the continuation of the tour as an important tool for bringing people to Downtown.

Schatz and Michael Clark are currently negotiating the Historic BID contract, which includes the Safe & Clean team, financial services, and the administrative support of Leticia Orozco. A proposal will be brought before the Operations Committee soon.

Captain Chow sent information regarding a new youth program at Central, which allows positive change into the lives of the young people in the area. The internship program places children into some of the greatest corporations in Downtown, with the hope that the exposure to such great organizations will set the children on a career path and change their lives and future. Flyers with additional information about the program and sponsorship opportunities were distributed to the Board Members.

The budget revision will be presented at the September Board Meeting.

Schatz requested greater participation on Committees, especially the Finance Committee. Additionally, the DCBID Board of Directors has seats to fill, and Schatz asked for suggested referrals for new Board Members.

The DCBID Annual Retreat will be held on September 17, 2009 at the Hilton Checkers Hotel.

## **COMMITTEE REPORTS**

## **ECONOMIC DEVELOPMENT**

Bastian reported:

The Economic Development Department has worked very hard over the last few years to bring in business to Downtown, especially restaurants. Now the focus will be on retention. The best way to do that is through the website: [www.downtownla.com](http://www.downtownla.com). We currently are promoting restaurants within the DCBID on the website.

There is a line item in the Economic Development budget of \$100,000 for "Special Projects." The department plans to spend \$50,000 for the Summer Stay and Play, Staycation, and restaurant promotions. Schatz will call a meeting of the Executive Officers to approve this expenditure, especially since the promotion should be run during August.

The "Second Saturdays" program was launched, with a building captain in each residential building who encourages all residents to invite friends Downtown for dinner on the second Saturday of the month.

The Third Annual Dog Day Afternoon will be held on July 28, and, to date, there are 150 dogs and 300 people who have confirmed their attendance.

The Second Annual Halloween Party will be held at FIDM.

## **FINANCE**

The financial statements were approved earlier in the meeting with the other action items, while a quorum existed.

## **MARKETING**

Stettinski reported:

This year's Mother's Day Campaign produced great results, according to the feedback from our merchants.

The Summer Freedom campaign was just launched, and promotional cards were distributed throughout Los Angeles.

The DCBID sponsored three events: Jules Verne Legendaire Award: The Magic of Tony Curtis event, which took place on June 13 at the Million Dollar Theater; the 2009 Grand Performances Summer Series, which kicked off its season with the Music of Battlestar Galactica on June 13 at the California Plaza; and the Shakespeare Festival LA, which will kick off on Saturday, July 11.

The Downtown Guides now wear the "Ask Me" buttons, which are very well-received. These were especially helpful with the people who came to Downtown for the Michael Jackson memorial.

The advertisements on the new website have been sold, and the results will be tracked for use in future pricing strategies.

An email was just sent out to almost 14,000 people promoting and featuring the newer restaurants in the DCBID area.

## **OPERATIONS**

Nakano reported:

The big issue with crime right now is occurring along the 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> Street corridors, with several bicycles being stolen, especially by the library. The LAPD thinks it is a professional ring and additional foot patrols are being put on each street.

## **OLD BUSINESS**

No old business was brought up.

## **NEW BUSINESS**

Since the Board Meetings only meet every other month, there is a limited amount of time to discuss the issues. Schatz suggested scheduling the future Board Meetings for two hours to accommodate the materials, and the attendees agreed.

## **ADJOURNMENT**

The meeting was adjourned at 9:42 a.m.